

NEWS

Recreation Vehicle Industry Association

PHONE: (703) 620-6003 • FAX: (703) 620-5071
P.O. Box 2999 • 1896 Preston White Drive
Reston, VA 22090-0999

Contact: Bill Baker
Recreation Vehicle Industry Association
(703) 620-6003, ext. 331

Tim Hegarty
Barton-Gilanelli & Associates
(215) 592-8601

ENTRY-LEVEL VEHICLES ARE 1995 RV INDUSTRY MARKET LEADERS

RESTON, Va. -- Continuing a five-year trend, sales of recreation vehicles popular with young camping families surged in 1995, signaling long-term growth for the RV industry.

Retail sales of folding camping trailers, a popular entry-level vehicle priced at an average of \$4,500, increased by 20 percent this year over 1994, the RV industry's best year since 1978. Since 1990, wholesale shipments of folding camping trailers have more than doubled.

Also strong are wholesale shipments of truck campers, another entry-level RV type with an average price of \$9,800. These vehicles are reaching their highest levels since the 1970s. Owners of truck campers, with a median age of 38, and folding camping trailers, at 43, are the youngest by vehicle type.

According to the Recreation Vehicle Industry Association (RVIA), the growth in folding camping trailer and truck camper sales signals a continued influx of younger buyers into the market and bodes well for long-term industry growth. It also supports the findings of two separate research studies recently conducted for RVIA, one by the University of Michigan Survey Research Center and the other by Louis Harris and Associates. Both found significant untapped potential for RV sales among younger buyers with children.

"Today's busy family needs a way to maximize the time they get together, and an RV provides the means to make any weekend a mini-vacation," says RVIA President David Humphreys. "The affordable prices of folding camping trailers and truck campers put RV ownership within reach for budget-minded families and, clearly, the combination of convenience, flexibility and value is appealing to increasing numbers of mainstream buyers.

- more -



The University of Michigan research shows that RV ownership is a commitment that lasts an average of 17 years through multiple vehicles. The movement of large numbers of entry-level products is a promising development for the long-term prospects for the RV market.

On the heels of a three-year period that saw RV wholesale shipments increase by 50 percent, the industry is on pace to post another solid year. RVIA projects that shipments of motorhomes, van campers, travel trailers, folding camping trailers, truck campers and van conversions to reach 400,000 units in 1995. Motorhome and towable RV shipments will constitute over 60 percent of those shipments (246,000), representing the second best year since 1978 for those product categories.

A free color booklet designed specifically to assist people interested in learning more about RVs is available by writing RVIA, Dept. CU, P.O. Box 2999, Reston, VA 22090.

-th-

P9573

12-20-95